

## DAFTAR PUSTAKA

- Ali Hasan. (2017). *Marketing dan Kasus-Kasus Pilihan*. CAPS (Center For Academic Publishing Service).
- Anonim (Hasil Survei Databoks). (2022, September 5). *Hasil Survei : Alasan Konsumen Membeli "Fast Food"*. Databoks.
- Anonim (Siaran Pers). (2022, December 5). *Industri Mamin Tetap Moncer di Tengah Ketidakpastian Global*. Kementerian Perindustrian Republik Indonesia.
- Ardian Kusuma. (2020). *Sugoi Ramen: Menikmati Masakan Jepang di Jogja dengan Harga Terjangkau*. Blog Ardian Kusuma.
- Dahlan Abdullah, Norhamizan Hamir, Norfezah Md Nor, Jayaraman Krishnaswamy, & Ainatul Mardhiah Mohamed Rostum. (2018). Food Quality, Service Quality, Price Fairness and Restaurant Re-Patronage Intention: The Mediating Role of Customer Satisfaction . *Journal Of Academic Research In Business and Social Sciences*, 8.
- Desman Hidayat, Aryo Bismo, & Amelia Ruwaida Basri. (2020). The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants). *Jurnal Manajemen Bisnis*, 10.
- Dr. Meithiana Indrasari. (2019). *Pemasaran Dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan* (1st ed.). UNITOMO PRESS.
- Endang Silaningsih, & Putri Utami. (2018). Pengaruh Marketing Mix Terhadap Minat Beli Konsumen Pada Usaha Mikro Kecil Dan Menengah (Umk) Produk Olahan Makanan Ringan. *Jurnal Sosial Humaniora*, 9.
- Fandy Tjiptono, & Gregorius Chandra. (2016). *Service, Quality & Satisfaction* (4th ed.). ANDI.
- Faruk Anil Konuk. (2017). Price fairness, satisfaction, and trust as antecedents of purchase intentions towards organic food. *Journal Of Consumer Behavior*, 1–8.
- H. Djaslim Saladin. (2004). *Manajemen pemasaran : analisis, perencanaan, pelaksanaan dan pengendalian* (3rd ed.). Linda Karya.
- Hidayat, A., Adanti, A. P., Darmawan, A., & Setyaning, A. N. A. (2019). Factors Influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast-Food Restaurant. *International Journal of Marketing Studies*, 11(3), 131.

- Imam Ghozali, & Hengky Latan. (2015). *Partial least square: Konsep, teknik dan aplikasi menggunkam program smart PLS 3.0* (2nd ed.). Universitas Diponegoro Semarang.
- Jalal Hanaysha. (2016). Restaurant Location and Price Fairness as Key Determinants of Brand Equity: A Study on Fast Food Restaurant Industry. *Business and Economic Research*, 6.
- Philip Kotler, & Gary Amstrong. (2015). *Marketing an Introducing Prentice Hall* (12th ed.). Pearson Education.
- Philip Kotler, & Kevin Lane Keller. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Reza Arlanda Berliansyah, & Agus Suroso. (2018). The Influence of Food & Beverage Quality, Service Quality, Place, and Perceived Price to Customer Satisfaction and Repurchase Intention. *Journal Of Research In Management*, 1.
- Sugiyono. (2018). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: CV Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabet.
- Thamrin Abdullah, & Francis Tantri. (2018). *Manajemen pemasaran* (Cetakan ke-7). Rajawali Pers.
- Uma Sekaran, & Roger Bougie. (2016). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian* (6th ed.).
- Vanda Kartasmita. (2022, June 11). *Peluang Pasar: Produk Makanan Siap Saji*. UKMINDONESIA.ID.
- Wijaya, W. (2017). *Analisa Pengaruh Kualitas Makanan Terhadap Kepuasan Konsumen di Yoshinoya Galaxy Mall Surabaya*.
- Zulian Yamit. (2013). *Manajemen Kualitas Produk & Jasa*, . Salemba Empat.